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ABSTRACT OF THE DISCLOSURE

A system and method for presenting advanced editorial content items to subscribers in a distribution network. The method comprises presenting an electronic program guide comprised of data representing program availability on a broadcast distribution network and a selectable editorial content control to present an editorial content index page. An editorial content index page is presented on a display device within the context of the electric program guide in response to selecting the editorial content control, the editorial content index page comprising one or more links or pointers, such as hyperlinks, to editorial content items. A user selects a pointer to an editorial content item from the set of pointers and the editorial content item is presented on the display device.